

Media Advisory  
For Immediate Release

**What: National Press Briefing Launching the Newborn Coalition**

The Newborn Coalition includes lawmakers, health industry representatives, governmental agencies, non-profits, educators and child advocates committed to shaping policies and advancing a federal agenda in education, outreach, health innovation, early identification/prevention, rural telehealth/telemedicine, research and emerging technology to improve outcomes for newborns.

**Who: Congressional & Health Leaders**

U.S. Rep. Betty McCollum (D-MN), co-founder of the Congressional Global Health Caucus and the Congressional Quality Care Coalition, and invited representatives from the White House, members of congress, U.S. Dept. of Health & Human Services, National Institute of Health, the Health Resources Services Administration, private sector health innovators, and child advocacy organizations.

**When & Where:**

Wednesday, September 15, 2010  
4:00 PM in the Murrow Room, 13th Floor  
5:00 PM in the First Amendment Lounge  
National Press Club (14th & F. Streets)  
529 14th Street Northwest, Washington DC, 20045

Note: Representatives of the news media are also cordially invited to a 5:00 pm reception in the First Amendment Lounge following the news conference. For every participant in this landmark event, the Newborn Coalition will make an in-kind donation to NICU families at Children's National Medical Center in Washington D.C. This hospital is one of many in the U.S. adopting proactive newborn health programs that support early detection of hidden diseases and disorders than endanger newborn lives.

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